

16th YEAR • A WEEKLY PUBLICATION

1956

Calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

fashion

File copy
3/26/56

january						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

february						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

march						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

april						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

may						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

june						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

july						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

august						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

september						
S	M	T	W	T	F	S
2	3	4	5	6	7	$\frac{1}{8}$
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

october						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

november						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

december						
S	M	T	W	T	F	S
2	3	4	5	6	7	$\frac{1}{8}$
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

january - 1957						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

february - 1957						
S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

march - 1957						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
$\frac{24}{31}$	25	26	27	28	29	30

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING THURSDAY, MARCH 22, 1956</u>			
Thursday March 22 9:00 A.M.- 11:30 A.M.	PREVIEW: NEW FABRICS AND WALL PAPERS "March Of Color"--F. Schumacher will preview their new fabrics and wall papers for Spring. By invitation only. Contact: Gladys Coe, LO. 5-5700.	F. SCHUMACHER & CO.	535 MADISON AVENUE SHOWROOM - 2ND FLOOR
Thursday March 22 9:30 A.M. Breakfast	PRESS PREVIEW OF MATERNITY FASHIONS "Have Fun While You Wait"--Macy's Spring and Summer maternity fashions for party and play. By invitation only. Publ: Barbara Gray, CH. 4-2000.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday March 22 12:30 P.M. Luncheon	BOUTIQUE FASHIONS AT LUNCHEON Zita will present her Spring and Summer boutique fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Zita contact: RE. 4-0101. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ZITA, INC. (781 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
Thursday March 22 3:00 P.M. And 5:00 P.M.	IMPORTS IN CORDUROY, VELVETEEN AND VELVET Crompton's couture collection will be shown at 3:00 and 5:00 P.M., with Fall fashions from <u>France</u> by--Balmain, Chanel, Desses, Dior, Maxime de la Falaize, Fath, Givenchy, Gres, Griffe, Heim, Lanvin-Castillo, Lecadre-Marnier, Manguin, Patou, Madeleine de Rauch; <u>Italy</u> --Avolio, Emilio of Capri, Fabiani, Fontana, Simonetta, Veneziani; <u>England</u> --Cavanagh, Hartnell, Digby Morton, Ronald Paterson; <u>Dublin</u> --Sybil Connolly; <u>Madrid</u> --Pedro Rodriguez; <u>Vienna</u> --Gertrude Hoechsmann. By invitation only. Publicity: Rosalind Allan at Crompton, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Thursday March 22 4:00 P.M.- 5:30 P.M.	PARTY TO HONOR JEAN SCHLUMBERGER The press will be invited to meet Jean Schlumberger, who will head the new custom design jewelry division at Tiffany's. By invitation only. Contact: PL. 5-8000.	TIFFANY & CO.	727 FIFTH AVENUE MEZZANINE
Thursday March 22 5:30 P.M.	SHOWING OF SPRING FASHIONS FOR JUNIORS Open to public. Publicity: Dolores Hartig, TR. 5-7200.	ABRAHAM & STRAUS	3RD FLOOR JUNIOR CENTER
Friday March 23 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOW <u>March 23:</u> Cesar Rubio (fashions by Seymour Jacobson). Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MARCH 26, 1956</u>			
Monday March 26 12:30 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Helena Barbieri of Modern Couture will present her Spring and Summer fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Modern Couture Publicity: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	HELENA BARBIERI-- MODERN COUTURE	HOTEL PLAZA PERSIAN ROOM
March 27	PASSOVER -- First Day (Tuesday) -- Begins Monday at Sunday.		
Tuesday March 27 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL SWEATERS Preview of Canterbury sweaters and presentation of first Amscot collection, designed by Claire McCardell, to press and buyers. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	CANTERBURY KNITTERS (1410 BROADWAY)	HOTEL AMBASSADOR TRIANON ROOM
Thursday March 29 9:30 A.M. Breakfast	PRESS PREVIEW OF CALIFORNIA FASHIONS Macy's will preview Summer separates and dresses from California. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
March 30	GOOD FRIDAY.		

EASTER ACTIVITIES IN NEW YORK CITY

Saturday March 31 2:00 P.M.	TENTH ANNUAL EASTER EGG-ROLLING CONTEST Arnold Constable will present their tenth annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children, 5 through 13 years of age. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN (80 ST.)
Sunday April 1 12:00 Noon And 2:30 P.M.	ANNUAL EASTER SUNDAY "BRACER BREAKFAST" Door prizes will include hats, jewelry and bags. Also, entertainment by Fred Astaire dancing studio. Price--\$5.00; reservations--Alfred, EL. 5-5000. Contact: ~~Helen Boyd, EL. 5-5000.~~	HOTEL MADISON (15 EAST 58TH ST.)	CAFE MADISON & MAIN DINING ROOM
Sunday April 1 12:45 P.M. Luncheon	SPRING FASHIONS AT EASTER LUNCHEON Gowns by Carrie Munn will be presented at Easter luncheon. Price--\$8.00; contact: Banquet Dept., PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.	CARRIE MUNN	HOTEL AMBASSADOR TRIANON ROOM
Sunday April 1 1:00 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY "Mists of Time"--a musical cavalcade of Easter fashions from 1620 to today, with modern hats by John Frederics and fashions by Pauline Trigere, for benefit of Visiting Nurse Service of N.Y. A panel of men from industry, theatre, diplomacy and art will judge hats of guests in audience. Reservations--\$7.50; contact: "Beverly", TE. 8-8000. John Frederics Publ: Joseph Mann, CI. 7-7745. Commentator and Fashion Director: Nola Luxford, TE. 8-8000.	JOHN FREDERICS; PAULINE TRIGERE	HOTEL PIERRE COTILLION ROOM

(Continued on next page)

DATEWHAT'S GOING ONGIVEN BYWHEREEASTER ACTIVITIES IN NEW YORK CITY (Continued)

Sunday	SPRING FASHIONS	RUSSEKS FIFTH AVENUE;	SAVOY PLAZA HOTEL
April 1	AT EASTER LUNCHEON	EVYAN PARFUM	SAVOY & CAFE ROOMS
1:00 P.M.	"Easter Promenade"--featuring White Shoulders by Evyan; and fashions by Russeks. Showing at 2:15 P.M. Price--\$6.00, contact: EL.5-2600, Ext. 152.		
Brunch	Commentator and publicity: Florence Lord of Russeks, WI. 7-1900.		
Sunday	EASTER LUNCHEON	SISTER ELIZABETH	HOTEL AMBASSADOR
April 1	FASHION SHOW	KENNY FOUNDATION	BALLROOM
1:00 P.M.	Dresses--Oleg Cassini; hats--Walter Florell, G. Howard Hodge; shoes--David		
4:00 P.M.	Evins; gloves--Crescendoe; stockings--Humming Bird; jewels--Trifari;		
Luncheon	perfume--Evyan; make up--John Robert Powers; flowers--Orchid Haven; children's fashions--Celeste. Price--\$12.50, contact: Martha Palmer at Foundation, 500 Fifth Avenue, OX. 5-5262.		
Sunday	MILLINERY FASHIONS	WALTER FLORELL	CHAPEAU ROUGE
April 1	AT EASTER BRUNCH		14 EAST 52ND STREET
1:00 P.M.	Velvet hats by Walter Florell and furs by Joseph Bernham. Show at		
Brunch	2:00 P.M. For reservations, contact: MU. 8-3023. Publicity: Mildred Kaldor, MU. 9-5420.		
Sunday	SPRING FASHIONS	SEYMOUR JACOBSON, INC.	HAMPSHIRE HOUSE
April 1	AT EASTER SHOW		FOUNTAIN ROOM
1:00 P.M.	"Champagne and Roses"--Easter fashion show by Seymour Jacobson. Hats--		
Brunch	John Fredericks, Emme, Gustavo, Cesar Rubio, Laddie Northridge. Furs-- Givenchy for J.F. Morris. Panel: Earl Wilson, Peter Donald, Joey Adams, Brian Sullivan. Price--\$5.00; contact: Mr. Gilbert, CI. 6-7700. Seymour Jacobson Publicity: Peggy Cantor, CH. 4-3488.		
Sunday	BENEFIT LUNCHEON	FONTANA OF ROME;	HOTEL PLAZA
April 1	ON EASTER SUNDAY	EMME	RENDEZ-VOUS ROOM
1:15 P.M.	Fashions by Fontana of Rome and hats by Emme will be presented at Easter luncheon for benefit of Judson Health Center. Price--\$8.00; contact: Banquet Dept., PL. 9-3000. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790.		
Sunday	PARADE OF	FOR BENEFIT OF	SAVOY PLAZA HOTEL
April 1	"DOGS & DOLLS"	A.S.P.C.A.	GOLD SUITE
4:30 P.M.	Annual Easter party for benefit of animal adoption service of A.S.P.C.A.,		
8:00 P.M.	with a parade of adopted dogs--accessorized by Canine Couturiere. Models will wear hats by Eve Tartar. Commentator: Debra Frye. Price--\$5.00, contact: Mrs. George F. Elliott, FI. 5-1650.		
Monday	IMPORT COPIES AT	MARTHA MATZNER	HOTEL PLAZA
April 2	LUNCHEON SHOW	(30 EAST 54TH ST.)	PERSIAN ROOM
12:30 P.M.	Copies of French originals; also, boutique fashions by Alice Schweitzer, hats by Kay Durnford, furs by Armand Chene. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Martha Matzner contact: PL. 8-2875. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Luncheon			
Tuesday	PREVIEW OF FASHIONS	BEST & CO.	13TH FLOOR
April 3	BY GRETA PLATTRY		RECREATION ROOM
9:30 A.M.	Best will preview Summer sportswear by Greta Plattrry. By invitation only.		
Breakfast	Publicity: Gay Stearns, PL. 9-2000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 3 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Claire Schaffel gowns; Margaret Cody hats; and flowers by Kathryn Churchill at a benefit luncheon for St. Luke's Hospital Auxiliary, Price--\$7.50; contact: Mrs. Wheadon M. Grant, 136 E. 79th St., RE. 7-6508. Claire Schaffel contact: PL. 5-2521.	CLAIRE SCHAFFEL (558 MADISON AVE.)	HOTEL PIERRE BALLROOM
Wednesday April 4 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING Speaker: William T. Snaith, Raymond Lowey Assoc. Commentator & Chairman: Janet Livingstone; Co-Chmn.: Frances Clarke. Prices: \$5.50, members; \$6.50, guests. Exhibit from 10:00 A.M.-4:00 P.M.; \$1.00 at door for non-holders of luncheon tickets. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Wednesday April 4 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 4 4:30 P.M. Cocktails	PRESS PREVIEW: LINENS FOR OUTDOOR DINING "Barometer of Outdoor Dining - Macy's New Gay Table Linens" at showing for the press. By invitation. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday April 5 10:30 A.M.	PRESS PREVIEW OF SPRING FURS Gunther Jaeckel will preview their "little furs" for Spring. By invitation only. Publicity: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	2ND FLOOR FUR SALON
Thursday April 5 12:30 P.M. Luncheon	BOUTIQUE IMPORTS AT LUNCHEON SHOW Helena Rubinstein and Gourielli boutique originals will be presented by Betty Metcalf. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity: Patrick O'Higgins at Gourielli, EL. 5-2100. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BETTY METCALF BOUTIQUE (16 E. 55)	HOTEL PLAZA TERRACE ROOM
Thursday April 5 4:00 P.M.- 6:00 P.M. Cocktails	ADVANCE PRESS SHOWING OF FALL SHOES Dunn and McCarthy, manufacturers of Enna Jetticks and Jett-aire shoes, will present an advance press showing of Fall and Winter 1956 shoes, designed by Hank Davidson. By invitation. Contact: Paul Roth, Johnson-Roth Assoc., MU. 5-6242.	DUNN AND MCCARTHY, INC. (AUBURN, N.Y.)	HOTEL AMBASSADOR CRYSTAL SUITE
Monday April 9 2:30 P.M.	SUMMER DRESSES BY JERRY GILDEN Russeks will present Spring fashions by Jerry Gilden. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Beginning Tuesday April 10	OPENING OF ADVANCE FALL COAT COLLECTION Opening of Originala's advance Fall coat collection. (Note Change of Date.) By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 11 12:30 P.M. Luncheon	SPRING FASHIONS BY LENTZ DIMINUTIVES Altman's will present Spring fashions by Lentz Diminutives during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Altman Publicity: Eleanor Horton, MU. 9-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
April 15	FEDERAL AND NEW YORK STATE INCOME TAXES DUE.		
Tuesday April 17 4:30 P.M. Cocktails	"GOOD DESIGN FOR WASHABLE WOOLENS" A competition among garment manufacturers--"Good Design for Washable Woolens"--sponsored by Sanforlan of the Sanforized Division of Cluett, Peabody & Co. All entries will be presented at a 5:00 P.M. fashion show for buyers and press, by invitation only. Publicity: Bess Williams at Young & Rubicam, MU. 9-5000.	SANFORLAN (CLUETT, PEABODY & CO.)	HOTEL PIERRE GRAND BALLROOM
Wednesday April 18 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS Eighth Annual Brand Names Retailer of the Year Award will be presented at a dinner, with Vice-President Richard M. Nixon as principal speaker. Price: \$25.00. (Brand Names Week, April 15-21.) Contact: George Hallock or Nathan Keats, MU. 5-0888.	BRAND NAMES FOUNDATION (437 FIFTH AVENUE)	WALDORF-ASTORIA BALLROOM
Thursday April 19 12:00 Noon Luncheon	HOME FURNISHINGS DIVISION LUNCHEON The Fashion Group will hold its Home Furnishings Division Luncheon. Co-Chairmen: Barbara Lewis of Fox-Lewis; Gertrude Dixson of "American Home". (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Thursday April 19 4:00 P.M. Cocktails	WOMEN'S & CHILDREN'S FALL FASHIONS White Stag will preview their women's and children's fashions for Fall to press and buying offices. <u>Showing at 4:30 P.M.</u> By invitation only. Contact: Barbara McGinniss, BR. 9-1975.	WHITE STAG (1407 BROADWAY)	HOTEL PIERRE ROOF
Friday April 20 8:00 P.M. Dinner- Dance	FIFTH ANNUAL "APRIL IN PARIS" BALL Fifth annual "April in Paris" Ball, a gala dinner-dance for benefit of French Hospital of N.Y. and the American French Foundation charities, with fashions by--Desses, Dior, Fath, Castillo of Lanvin, Givenchy and hats by leading Paris milliners. Sponsored by Air France, Cartier and Coty. Honorary Chairman: Mrs. Dwight D. Eisenhower. Reservations--\$100.00; contact: Mr. Philippe's Office, 301 Park Avenue, EL. 5-5725.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
Monday April 23 4:00 P.M.- 7:00 P.M.	PREVIEW OF FALL SHOE COLLECTION Cocktail party to meet Andre Ferugia, and showing of Fall shoe collection. By invitation only. Publicity: Ruth Hammer Assoc., EL. 5-7872.	I. MILLER & SONS	350 FIFTH AVENUE SHOWROOM - 71ST FLOOR
Tuesday April 24 10:30 A.M. And 3:00 P.M.	PREVIEW: FALL AND HOLIDAY SHOES Oomphies will preview their Fall and Holiday shoes to the press at 10:30 A.M.; and to the trade at 3:00 P.M. By invitation only. Contact: Marianne Tater, LO. 4-9495.	OOMPHIES, INC.	350 FIFTH AVENUE SHOWROOM - 77TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 24 12:30 P.M. Luncheon	ANNUAL BENEFIT FASHION SHOW "Italian Holiday"--Spring and Summer daytime and evening fashions by the Fontana Sisters of Rome. For benefit of National Jewish Hospital at Denver, a free non-sectarian tuberculosis medical center. By reservation with sale of \$25.00 contributions book. Fontana Publicity: Gino di Grandi, PL. 3-4216. Hospital Public Relations: Flora Kaiser, 19 West 44th Street, VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday April 24 5:00 P.M. Cocktails	COCKTAIL PARTY BY GUILD MEMBERS The Guild of Better Shoe Manufacturers' cocktail party for press and trade. By invitation only. (Members--Beleganti, Evins, Fox Shoe Co., Jerro Bros., Herbert Levine, John Marino, I. Miller, Newton Elkin, Palter DeLiso, Riviera Shoes, Seymour Troy, Simone, M. Wolf & Sons, Wolsam Ltd., Zuckerman & Fox--will show in individual showrooms all week.) Contact: John Jerro, 40 West 27th St., MU. 4-3191.	GUILD OF BETTER SHOE MANUFACTURERS	SHERRY NETHERLAND CRYSTAL PAVILLION
Wednesday April 25 12:30 P.M. Luncheon	SUMMER BEACHWEAR AND SEPARATES AT LUNCHEON Arnold Constable will present Summer beachwear and separates during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Thursday April 26 9:00 A.M. Breakfast	FALL KNITWEAR BY RITA JACOBS Joseph Guttman will preview Fall knitwear, designed by Rita Jacobs. Showing at 9:30 A.M. By invitation only. (<u>Note Change of Date.</u>) Publicity: Donna Cannon, MU. 7-5447.	JOSEPH GUTTMAN (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Friday April 27 9:30 A.M. Breakfast	PREVIEW: "TRAVEL TIME" FASHIONS Abraham & Straus will invite the press to preview Summer vacation and travel fashions. By invitation only. Showing to public, April 30-May 5, with storewide activities. Publicity: Dolores Hartig, TR. 5-7200.	ABRAHAM & STRAUS	7TH FLOOR EXEC. CONF. ROOM
April 29- May 5	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 W. 31st St., WI. 7-9804.		
Tuesday May 1- May 31	SEVENTH ANNUAL LACE FESTIVAL Theme: "Lace Travels in Fashion"--International Lace Festival. Publicity: Gladys Steiner at Lester Harrison, 341 Madison Ave., MU. 9-1630.	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY

Beginning Tuesday May 1	FALL OPENINGS IN LOS ANGELES Opening of Fall collections in Los Angeles. Designers, include: <u>Tues., May 1:</u> Rosenblum. <u>Wed., May 2:</u> Alex Colman. <u>Thurs., May 3:</u> Tabak of California. <u>Fri., May 4:</u> Pat Premo. <u>Mon., May 7:</u> Edith Small, Jewel, Marusia, Howard Greer, Cahill, Ltd., Irene, Inc. <u>Tues., May 8:</u> John Carter, Harry Finer, Ernest Newman, Don Miguel.	LEADING DESIGNERS	LOS ANGELES, CALIFORNIA
-------------------------------	---	-------------------	----------------------------

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 2 12:30 P.M. Luncheon	PREVIEW OF FASHIONS IN TYCORA YARNS Textured Yarn Company will present new developments in Tycora yarns and Fall fashions for men, women and children. By invitation only. Contact: Rita Jane Lysen or Elinor Frank, Daniel J. Edelman & Assoc., MU. 5-8359.	TEXTURED YARN CO.	HOTEL PIERRE ROOF GARDENS
Monday May 7 12:15 P.M., 6:00 P.M.	SUMMER COTTONS BY KAY WINDSOR Saks 34th will present Kay Windsor's "Summer Symphony" cottons at 12:15 and 6:00 P.M. Press invited at 12:15. Publ: Arthur See, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR
Tuesday May 8 12:00 Noon Luncheon	PREVIEW OF FALL CORDUROY FASHIONS Cone Mills will present Fall fashions in corduroy. By invitation only, to press and buyers. Publicity: Ruth Hammer Assoc., EL. 5-7872.	CONE MILLS (59 WORTH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday May 9 9:00 A.M.,- 11:00 A.M., Breakfast	"SHEER FLATTERY" MAKE-UP AND FASHIONS Introduction of Lady Esther's new complete cream make-up "Sheer Flattery", with fashions from French Fabrics Corp. By invitation only. Contact: Ethel Aaron, Robert S. Taplinger & Assoc., PL. 7-8040.	LADY ESTHER; FRENCH FABRICS CORP.	HOTEL PARK LANE CRYSTAL ROOM
Sunday May 13	MOTHER'S DAY. Theme: "There's Nothing Too Good For Mom." Contact: Arthur Freeman, 129 W. 30th St., LO. 5-4700.		
Monday May 14- May 19	ANNUAL NATIONAL COTTON WEEK Theme: "Pick Your Cottons Now"--26th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, BR. 9-4920.	NATIONAL COTTON COUNCIL THROUGHOUT (112 WEST 34TH STREET)	THE COUNTRY

Beginning Monday May 14- May 25	OPENING OF FALL DRESS COLLECTIONS The following members of the FOGA will open their Fall collections earlier this season, with majority opening week of May 14: LARRY ALDRICH CO., INC. BEN BARRACK, INC. HARVEY BERIN LTD. WILLIAM FOX, INC. ED GERRICK, INC. A. GOODMAN & CO. GRABOIS Contact: Leonard Gendler, FOGA Exec. Secy, 1440 Broadway, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. JACK HORWITZ ASSOCIATES NAT KAPLAN, INC. DAVID LEVINE CO. ROSALIE MACRINI-- (BARBARA COSTUME CO.) PAUL PARNES CORP. BEN REIG, INC.	MANUFACTURERS' SHOWROOMS RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC. SAMUEL WINSTON, INC.
--	---	--	--

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

Beginning Monday May 21- May 23	ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. KANE WEILL ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. Contact individual manufacturers.	 550 Seventh Avenue. 550 Seventh Avenue. 498 Seventh Avenue. 498 Seventh Avenue. 550 Seventh Avenue. 550 Seventh Avenue.	 BR. 9-9600 PE. 6-6909 LA. 4-2577 LO. 5-3041 LA. 4-6691 LA. 4-9724
--	--	--	--

May 30 MEMORIAL DAY--Legal Holiday (Wednesday).

MOVIES...MUSIC...THEATRE...OPERA

- Friday**
March 23
OPENING: "THE BEAUTIFUL CHANGES" PRESIDENT THEATRE, 247 W. 48TH ST.
Theatre Libre Company will present a new play, written and directed by
Howard Liebling, featuring Marjorie Milliard, Daniel Gordon, Joseph
Kerrigan. Designed and lighted by Kenneth Lloyd Mapes. (Note Change of
Date.) Publicity: Joe Burstin, FE. 6-2340.
- Monday**
March 26
TWENTIETH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Mon., March 26: Mozart's THE MAGIC FLUTE. Wed., March 28: Mozart's
LE NOZZE DI FIGARO. Thurs., March 29: Verdi's IL TROVATORE. Fri., Mat.,
March 30: Wagner's PARSIFAL. Sat., Mat., March 31: Puccini's MANON
LESCAUT. Sat., Eve., March 31: Strauss' DER ROSENKAVALIER. Publicity:
Francis Robinson, FE. 6-1200.
- Monday**
March 26
OPENING: "THE LITTLE GLASS CLOCK" GOLDEN THEATRE, 252 WEST 45TH ST.
Eva Gabor and Reginald Gardiner will star in a new comedy by Hugh Mills,
with Bramwell Fletcher, George Curzon, Lloyd Bochner, Robert Carroll,
John McGiver. Produced by Richard Aldrich and Richard Myers, in associa-
tion with Julius Fleischmann. Director: Alan Schneider. Setting and
costumes: Cecil Beaton. Publicity: Bryam-Perlman, CI. 5-9125.
- Tuesday**
March 27
PREMIERE: "PATTERNS" (Movie) MAYFAIR THEATRE, 7TH AVE. & 47TH STREET
Van Heflin will star in a drama about big business with Ed Begley, Everett
Sloane, Beatrice Straight, Elizabeth Wilson. A Jed Harris-Michael Myerberg
Presentation, released by United Artists. Director: Fielder Cook.
Costumes: Mary Merrill. U-A Publicity: Tess Michaels, CI. 5-6000.
- Wednesday**
March 28
FIRST WEEK: N.Y. CITY OPERA CITY CENTER, 131 WEST 55TH STREET
Wed., March 28: William Walton's TROILUS AND CRESSIDA. Thurs., March 29:
Verdi's RIGOLETTO. Fri., March 30: Puccini's LA BOHEME. Sat., Mat.,
March 31: Strauss' DIE FLEDERMAUS. Sat., Eve., March 31: Bizet's CARMEN.
Sun., Mat., April 1: Puccini's MADAMA BUTTERFLY. Sun., Eve., April 1:
Puccini's LA TOSCA. Publicity: Miss Alix Williamson, CO. 5-1758.
- Wednesday**
March 28
8:30 P.M.
PREMIERE: "ALEXANDER THE GREAT" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
Richard Burton, Frederic March, Claire Bloom and Danielle Darrieux will
star in Robert Rossen's CinemaScope-Technicolor spectacle, released by
United Artists. Costumes: David Ffolkes. Premiere for benefit of National
B'nai B'rith; tickets--\$5.00-\$25.00. U-A Publicity: Tess Michaels,
CI. 5-6000.
- Thursday**
March 29
OPENING: "MISTER JOHNSON" MARTIN BECK THEATRE, 302 WEST 45TH ST.
Cheryl Crawford and Robert Lewis will present a new play by Norman Rosten,
based on the novel by Joyce Gary, featuring Earle Hyman, William Sylvester,
Gaby Rodgers, Josephine Premice. Director: Robert Lewis. Settings,
costumes, lighting: William and Jean Eckart. Publicity: Ben Washer,
MU. 4-8088.
- Friday**
March 30
PREMIERE: "THE CONQUEROR" (Movie) CRITERION THEATRE, B'WAY & 45TH STREET
Howard Hughes' CinemaScope-Technicolor production, released by RKO Pictures,
starring John Wayne, Susan Hayward, with Pedro Armendariz, and Agnes
Moorehead. Produced and directed by Dick Powell. Costumes: Michael
Woulfe. RKO Publicity: John Springer, JU. 6-5050.